

## **Movie Monday – A financial review**

When Bruce Saunders started Movie Monday in 1993, one of his original objectives was “to show to ourselves and to others that we can make things happen without financial support, using existing facilities, our own resources and energy”. Indeed, he accomplished this while also moving forward to a financially sustainable not-for-profit organization that did indeed receive financial support. Throughout this history, Bruce maintained “we take pride in being a thrifty operation”. Here we provide a brief financial overview of Movie Monday. Throughout most of the programming years Movie Monday operated on an annual budget of approximately \$30,000.

### **Revenues**

Movie Monday sought to be two things at once – a mental health consumer initiative and a community arts program. In doing so, we successfully received annual assistance for both priorities throughout the majority of the years we operated.

#### ***Mental health funding***

Bruce received funding to support Movie Monday as a mental health consumer initiative from the local health authority (currently named Island Health, previously named Vancouver Island Health Authority and before that the Capital Health Region). Typically, this annual assistance was approximately \$6,000 which was incrementally increased to reach \$7,400 by 2020. The intent of this funding was to directly support Bruce and we provided annual reports to the funder.

#### ***Canada Council for the Arts funding***

Our most significant funding was from Canada Council for the Arts. In the early years we were able to apply for and receive one-time project grants, and soon we were able to apply for Annual Assistance as a media arts programmer, similar to the arts funding for film festivals. Eventually, we would be included within the annual assistance funded organizations in Canada, and as governments changed and arts funding was more secure we were able to apply for multi-year funding. The funding was significant for us while typically our grants were small as we were receiving \$11,000 to \$15,000 for most of our programming years and increased to \$17,000 and then up to in 2019 \$25,000. These funds allowed us to pay filmmakers and guests for their art and their participation (speaker fees, travel, etc).

#### ***Donations***

Movie Monday is very proud of maintaining its original objective throughout its full history - we provide all events ‘by donation’ to ensure financial barriers to experiencing art and culture are removed as much as possible. The donations at the door generated about \$5000 a year, often the equivalent of just over \$1 per person attending a show. After we registered Movie Monday as a non-profit society in 2000 we sought and secured a Charitable Tax number and each year we would receive donations from individuals, typically about \$1,000 a year. We also received corporate donations for many years from pharmaceutical companies seeking to support consumer initiatives and these often totaled \$3,500.

### **Expenses**

As stated, even though we had over 50 events a year, Movie Monday was a thrifty organization. We never had an office but rather we worked from our home offices and never claimed these as expenses and we never had formal staff (salaried) roles although we did have paid roles on the project. And, the theatre was accessed free of charge which we calculated to be an in-kind contribution valued at \$12,000.

### ***Paid roles***

Bruce was paid a set amount each year for his core role, although the amount was never assumed to reflect the work! For most years, Bruce would receive around \$1000 a month, which was increased to \$15,000 annually in the final years. Bruce Wallace's role with the project was also paid and he would submit invoices to reflect the hours worked which was primarily to write the proposals, complete the reporting to funders, maintain and support the board and society, and work with Bruce on special events etc. For many years, Bruce Wallace's fees would be budgeted around \$2,000 although he had a more significant role in the earlier years when the festivals were happening and he would often bill more in the years when Canada Council multi-year proposals were completed.

### ***Artists and film fees***

As an arts organization with the support of Canada Council for the Arts, we had a mandate – and an opportunity – to fully pay filmmakers for their art and participation. About 50% of the Canada Council funding would be dedicated to films and filmmakers, typically about \$7,500 and increasing to over \$10,000. We would also pay the annual fees for public performance licenses (\$1,500 or so).

### ***Website and promotions***

Webmaster Hugh is part of the Movie Monday legacy as he maintained and weekly updated the website throughout the history of the program and he was provided annual assistance for this role. In the earlier years, our promotions expenses included printing costs (posters, handbills) as well as paid ads for the festivals and some special events, notably in the arts and entertainment weekly newspaper. As online communications and promotions became the norm our promotion costs were negligible. In fact our dedicated phonenumber was the most significant expense when compared to online promotions using emails and social media.

### ***Administration and equipment***

Some costs were unavoidable, such as the Movie Monday phone line which we retained even when the internet would replace its utility for most people. We would upgrade the projector a few times as well as update the projection room equipment from VHS to DVD to laptop digital files etc.

### **Concession**

Bruce's theatre may be located in the mental hospital, but at Movie Monday it was a movie theatre, which meant a snack bar with popcorn. The concession was operated by Bruce and not included in the organization finances. He would purchase the pop, candy, popcorn and butter etc

and recoup the costs from the sales as well as pay volunteers a nightly stipend to work the snack bar. Another Movie Monday legacy was the claim to provide the cheapest popcorn in town. Some years, Bruce would pick up popcorn that was popped for us at the local hockey arena, and later he would purchase a popper and he and wife Laurel would pop the corn at home and bring it to the theatre. Concession prices were a fraction of regular movie house costs.